



FINDING YOUR

Chapter's Path






Story Time!

What are the top 3 issues
your team is struggling with?



What Does It Mean To Be A Team?





A team is not a group of people that work together. A team is a group of people that trust each other.


Simon Sinek

A team is strong when people work with each other, for each other. A team is weak when people work against each other, for themselves.

Simon Sinek

A high performing team is a group of people who trust, support, and challenge one another; who achieve and celebrate together.

Adam Grant



When a team outgrows individual performance and learns team confidence, excellence become a reality.

Joe Paterno



What The Experts Say

What We Are Talking About Is Team Culture

01

Communication

Silence isn't golden

02

Expectation

It is a process of give and
take

03

Appreciation

Teamwork is the secret

What needs to change about
our team culture?





A Question For The Leaders

“ ”

Are you willing to take responsibility for your team's culture, or do you treat it like the weather- something that happens to you?

Jared Spool



How do you
communicate your
core values?



Statement
of what you
value

Connects
people to
your chapter

Sets you
apart

Keeps you
on Track

With A Mission Statement

**No, they are not just for
non-profits and schools**

A Tale of 2 Mission Statements



A



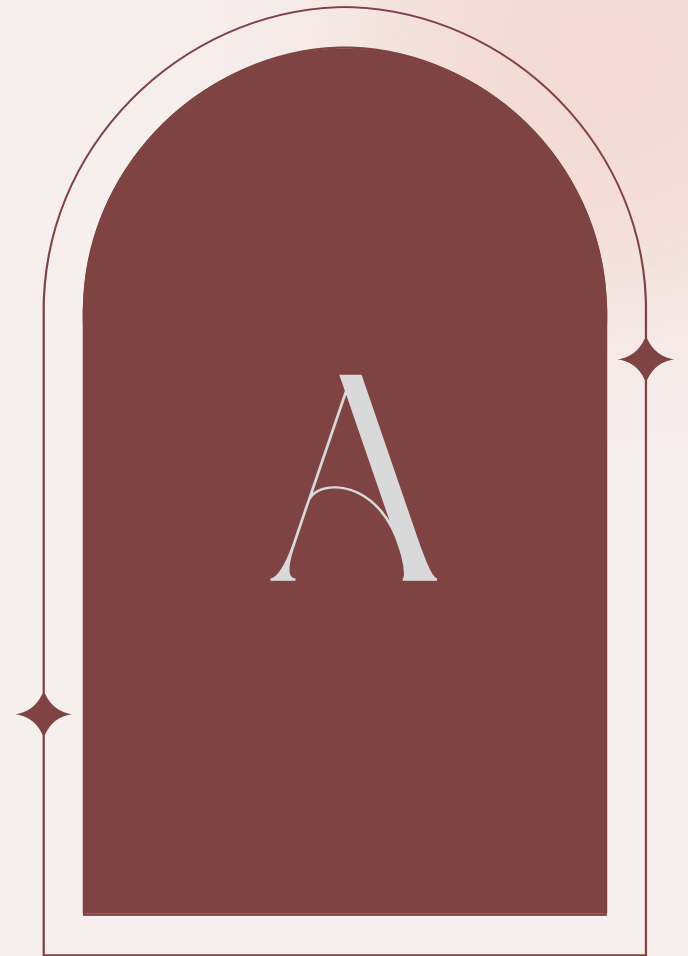
B

"Helping people worldwide save money and live better - anytime and anywhere - in retail stores and through e-commerce."

What do they value?

How do they want to connect?

What sets them apart?



"We fulfill the needs and fuel the potential of our guests. That means making [REDACTED] your preferred shopping destination in all channels by delivering outstanding value, continuous innovation and exceptional experiences-consistently fulfilling our brand promise."

What do they value?

How do they want to connect?

What sets them apart?

A large, stylized letter 'B' in a light beige color is centered within a dark maroon archway. The archway has a thin white border and is decorated with small white diamond shapes at the top and bottom. The background of the slide is a light beige gradient.

B



Which Store Would You
Choose?



Are they living out their mission statement?

- Do they value saving money and is their reach global?
- Do they believe in quality of life?
- Is there a competitor that is open 24 hours?
- Are they on track?



Are they living out their mission statement?

- Do they value delivering outstanding value?
- Do they want people to be inspired?
- Is there a competitor that has the same guest experience?
- Are they on track?



Understanding the Why

Everyone is on the same page

Holds everyone accountable

It is your guests and your members first impression

Guests start to trust you and envision being a part of this group.



What we don't want is
this...



What has your chapter spend the
most time/resources on in the
past year?





*Are We Ready To
Make A Mission
Statement?*



Step One: Describe your Chapter

Think of words that describe each part of your chapter. :

Our Value to Members-

adjectives that are used to describe what you offer your members.

Ex: Networking, Education.

Our Leadership-

what are adjective that you would use to describe your leadership?

Ex: Professional, Enthusiastic

Our strengths –

what are words that describe your strengths as a chapter?

Ex: friendly, approachable

Our Members-

what are the traits of your ideal Member?

Ex: professionals, warm, trusting

What Makes us Unique

what are some things that set you apart from your competition?

Ex: Location, Hospitality

Step Two: Cull your List

Pick the top three from each section:

Our Value to Members

Our Leadership

Our strengths

Our Members

What Makes us Unique

Step Three: Create Statements

Using the top three words you have picked, create 2 statements about your chapter for each section.

For Example if your 3 words for your member value was: networking, connections, education

A possible statement could be:

We provide a welcoming and innovative space designed for event professional to easily make connections through networking and relationship building opportunities.

Step Four: Cull your statements and refine

Pick your favorite statements. Combine, rework, and maybe even reword to create your final mission statement.

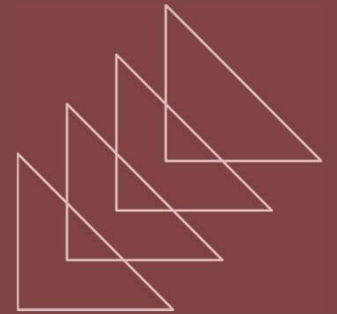
What do you value?

Does your investment in time and
resources match your values?



What needs to change?

Time to Share!





Where do
we put this?

Everywhere!

We will add value to our membership by being the premier resource for relevant and impactful education. We will foster a supportive and diverse community that creates engaging and memorable experiences.



Want to Connect?

Always here to help!



919-621-1478



www.hustleandgather.com



hello@hustleandgather.com



[@hustleandgather](https://www.instagram.com/hustleandgather)

